

## REMARKS

Reconsideration of this application is respectfully requested. The amendments to claims 1 are merely for clarity. No new matter is added.

The present claims are patentable over Marsh (U.S. Patent 7,080,039), which describes scheme for associating media content with households using smart cards, which are distributed households in some fashion (col. 15, ll. 9-11). Importantly, Marsh neither teaches nor suggests selectively providing matching keys or personalization data to one or more receivers via a broadcast stream, as is presently claimed. The smart card discussed by Marsh is a physical device with processor and memory. Marsh Figure 4. The encryption keys and household identifier in Marsh, based on which content is associated with household, reside on this physical smart card. Marsh Abstract. Neither the physical smart cards nor the keys or the household identifiers in the system discussed by Marsh are provided to receivers via the broadcast stream. Indeed, it would be impossible to do so with such physical devices.

The cited portions of Marsh, col. 13, ll. 45-60 and col. 14, ll. 38-53, simply do not teach or suggest providing matching keys or personalization data to one or more receivers via the broadcast stream. Indeed, col. 14, ll. 15-25 make it clear that the physical card is a required element. Those cards are distributed with the required keys. Reception of streaming media content via the broadcast stream should not be confused with reception of keys or personalization data via the broadcast stream, as claimed.

At least for the above cited reasons, present claims are patentable over Marsh. If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,  
SONNENSCHN NATH & ROSENTHAL LLP

Dated: December 12, 2007

P.O. Box 061080  
Wacker Drive Station  
Sears Tower  
Chicago, IL 60606-1080  
650-798-0320

Tarek N. Fahmi/

Tarek N. Fahmi  
Reg. No. 41,402